

Wallet Wellness Wednesday Digital Measures Guide

Digital Measures Learning Event	Data to enter
Month/Year	Month and Year
Title Wallet Wellness Wednesday	Wallet Wellness Wednesday
Individual or Team	Team
Purdue Team Members	ZOOM Registration Person – Role = Offsite Logistics Presenters – Role = Speaker/Presenter Tech Support – Role = Onsite Logistics Naomi – Role = Offsite Logistics If someone plays more than one role in a month (ex: speaker one week, tech another) then combine their roles accordingly when reporting.
Event County	County of zoom coordinator
Method of Delivery	Via Technology-live Via Technology-recorded
Technology	Zoom
Primary Program Area Theme	HHS FRM
Secondary/Related Program Area Theme(s)	Leave blank
NIFA Critical Issues – POW	Human, Family, and Community Health & Wellbeing
Purdue Extension Goal(s)	1) enhancing positive life skills
Purdue Priorities	<ul style="list-style-type: none"> • Check diversity if program was delivered for underserved populations
Key Words	<ul style="list-style-type: none"> • Budget; Save; Credit; Bills; Invest; Insurance; Credit Cards; Fraud; Scams; Clutter; Credit report; Bank; Financial Aid • Enter a word about the type/location of the program: Virtual/Lunch & Learn
Learner sessions	4 or 5
Learner minutes	240 or 300
Direct Contacts Ethnicity and Race	To get totals: <ul style="list-style-type: none"> • Pull all “Registration Reports” for the month from Zoom (Reports > Meeting > Registration Report for month of reporting) • Generate and download reports for each session of the month (4-5 separate spreadsheets) • Calculate demographic totals by combining counts from ALL spreadsheets from the month. (Consider using a Pivot Table in Excel for easier tallying)
Indirect Contacts (for delivery via technology – recorded ONLY)	Only use the #s from zoom recorded views
Under-served	If program was delivered for underserved populations, describe the underserved population and the program arrangements. Otherwise, leave blank.
Extension/Research	In-state Extension
Number of adult volunteers	Leave blank
Number of adult volunteer minutes	Leave blank

External Partners/Collaborators	If you have 1 or more guest presenters you'll put that name here
Grants/Sponsorships	Depends on the program
Briefly describe your evaluation plan/method (if applicable)	Survey Builder
Outcome Indicators	FCS 1.1, 1.2, 1.3

Process for Setting Up Registration and Keying in Digital Measures

1. To set up the registration in Zoom, follow the instructions on this Zoom Help page: <https://support.zoom.us/hc/en-us/articles/211579443-Setting-up-registration-for-a-meeting>
 - a. This link also includes the instructions to set-up the registration questions to collect demographic information. In addition to the standard Name, E-Mail, City, ZIP and State questions, you'll need to add the following "Custom Questions":
 - i. What is your gender? (Male; Female; Other; Prefer Not To Answer)
 - ii. What is your race? (White; Black or African American; American Indian or Alaska Native; Some Other Race; More Than One Race; Prefer Not To Answer)
 - iii. What is your ethnicity? (Hispanic; Non-Hispanic; Prefer Not To Answer)
 - iv. What is your age? (18-29; 30-49; 50-69; 70 or Older; Prefer Not To Answer)
2. After setting up the registration link and demographic questions, create a shortened "bitly" to send to the person creating the monthly flyer and enter the link in the Google doc. You'll also need to register for at least one session to get a link for other Educators to use – put that into the Google doc as well.

2. Work with your month's presenters to make sure they have a Survey Builder survey set up for post presentation. The presenter must check to see if there is a cohort for that program, and if there is, to be added to the cohort team. Let the presenter know he/she must run an infographic for the date of the program, or have the cohort lead run it for them. The presenter must then put that information into the Google Doc. You will take that demographic info and put it into DM. Google doc link:

https://docs.google.com/document/d/1UcSOP1HFoi_axjJEsSaU-wSwD_kbcku76ZPsHXcWeg/edit?usp=sharing.

3. Follow the cheat sheet above to key in all appropriate data. One entry in Digital Measures will include all information for the entire month.